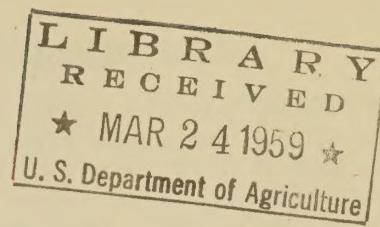


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[1959]



HOW IS YOUR GERANIUM INVENTORY?

*Don't miss those
EXTRA Spring Profits!*

HERE ARE SOME IDEAS

WE ARE **PLEASED** TO PASS ALONG . . .

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ALSO INCLUDED . . .

SLIGHT PRICE INCREASES.

THESE WE ARE **NOT PLEASED** TO PASS ALONG.

But—there is no question of necessity.

Most of our industry has been working at
these new price levels during this past season.

CATALOG — Use this flyer with our 1956-57 catalog. If you do not have your copy of the 1956-57 issue we can send you another. We have been so heavily booked for several years that we could not add the peak brought by a new catalog mailing. This year the catalog will be mailed during the seasonal low. A copy will be mailed to you.

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Southern California Geranium Gardens

PRICES

Field growing geranium cuttings is a farm-type business of large volume and narrow profit margin. At least 70% of sales price is direct labor cost. Thus, a nominal rise in labor reflects heavily on production costs. Also, the quality shipped by the leading growers makes California stock a much more dependable product than the general run of stock a few years back. We have always maintained leadership in quality cuttings and variety strains.

Simplified Price Grouping

Except for new introductions and a few hard to grow varieties, all prices fall into one of the following Standard Price Groups.

Price Group 1

Group 1 includes the following classes: Single Zonals; Semi-double and Double Zonals; Ivy-leaved; Pelargoniums; and Scented-leaved.

Note: All prices are based on quantity of each variety ordered.

Unrooted	Callused (Zonals Only)	Rooted
\$375.00 per 10,000	\$525.00 per 10,000	\$750.00 per 10,000
\$ 40.00 per 1,000	\$ 65.00 per 1,000	\$ 80.00 per 1,000
\$ 4.25 per 100	\$ 6.75 per 100	\$ 8.25 per 100
\$ 2.25 per 50	\$ 3.50 per 50	\$ 4.25 per 50
Min.: 50 of 1 kind	Min.: 50 of 1 kind	\$ 2.25 per 25

SPECIAL OFFER ON ABOVE CLASSES

For growers with limited demand or those wishing to test sales potential we offer any of the above classes (Varieties always selected for your area).

10 each of 10 varieties (our choice) \$9.00

(Please specify class or classes desired. You can order as many special offers as you wish but we cannot mix classes in one collection.)

Price Group 2

Group 2 includes the following classes: Unusual Geraniums (Novelties); Fancy-leaved; Semi-dwarfs; Species.

Some new or scarce zonals as noted with descriptions.

Unrooted	Rooted
\$45.00 per 1,000	\$90.00 per 1,000
\$ 4.75 per 100	\$ 9.25 per 100
\$ 2.50 per 50	\$ 4.75 per 50
Min.: 50 of 1 kind	\$ 2.50 per 25

SPECIAL OFFER ON ABOVE CLASSES

10 each of 10 varieties (our choice) \$10.00

(Please specify classes desired. Classes cannot be mixed.)

Because of limited varieties available Semi-dwarfs (only) are offered as 1/2 collection, 10 each of 5 kinds \$5.00.

MINIMUM TOTAL ORDER IS 100 CUTTINGS.

Orders totaling less than 100 cuttings cannot be accepted.

THESE RATES APPLY TO YOUR ORDERS

10,000 rate applies to all varieties ordered in quantities of 2500 or more. It has no relation to the total order.

1,000 rate applies to any variety ordered in quantities of 250 or more, providing the total order is 500 or more.

100 rate applies when total order is less than 500 cuttings, OR when less than 250 of any variety is ordered.

50 and 25 rate applies any time a variety is ordered in these quantities.

Rates are based on quantity of each variety ordered. Differential in price is directly related to harvesting and preparing orders. Thus the grower ordering 50 each of 20 varieties pays the same for his geraniums plus extra labor costs as the grower who orders 1000 of one variety.

NO DISCOUNTS ARE OFFERED BEYOND QUANTITY AS LISTED.

SPRING-GROWN STOCK

With a light clay-free soil (either rich sand or silt) as a base for the potting soil 60 days is ample to produce good 3"-pot geraniums or good 4"-pot single stem plants with bloom from rooted cuttings. Some growers do this well with unrooted cuttings.

This requires light liquid feeding every fifth or sixth watering but provides for the best profit at the least expense of any geranium growing method.

The sandy-soil-system is not only the best rapid growth method but is the secret of success and profit for growing small size pots, Jiffies, or plant-banded geraniums for the bedding plant trade.

Growers interested in the Sandy-Soil-System should send to the University of California, Berkeley, California, and request a copy of the "U. C. System of Producing Healthy Container Grown Plants" by Kenneth F. Baker. Price of this 200 page book is \$1.00.

We do NOT recommend the sandy soil mix for benching of geraniums or long term pot plants. The rapid air/water exchange characteristics makes this mix superb for rapid short term growing but proper food control becomes too difficult with long term growing.

BENCHING STOCK

Book your order now for highly selected stock for benching in late May or June (any time after April 1st.)

First year stock plants have now been rogued. (This entails removing from the fields all poor bloomers, off-quality plants, color variations, and plants showing tendencies toward edema or virus during cold weather.)

A large part of our business is supplying these quality strains to growers who raise their own cuttings. No extra price is charged for this stock.

ZONAL GERANIUMS

Varieties available and recommended for late stock (hardy, rapid, and free-flowering). Many other varieties are available but either not recommended for fast growing or are in short supply. For full list see our catalog.

All Colors Listed From Light to Dark.

WHITE

Snowball
Mme. Buchner
Verite
Madonna
Gregersen's White

PURPLE CRIMSON

Montmort
Magenta Ruby
A. M. Mayne
(Springfield Violet)

SALMON PINK, pale to dark

Mme. Jaulin
Springtime Irene
Pink Cloud
Bountiful
Dreams
Pink Fiat
Mrs. Easham
Festival

SALMON

Beaute Poitevine
Salmon Ideal
Mme. Landry
Enchantress (not Fiat)
Elizabeth Bode

LIGHT PINK TO DARK ROSE

Berthe de Prisilly
Reverie
California Giant
Penny Irene
Pink Giant
Jean Viaud
Genie Irene

Mrs. Richard Gloede
Pink Abundance

CRIMSON TONES

Fashion (light cherry-red)
Royal Times
Better Times
Castelane
Ruby King
S. A. Nutt

RED

Olympic Maid (soft red)
Orange Ricard
Imp. Ricard
Red Landry
Alphonse Ricard
Red Fiat
Helen Mitchell
Wyona
Double Dryden
Irene

SOIL FOR RAPID GROWING

- $\frac{1}{2}$ River-silt or blow-sand from dunes or river banks.
Do not use sand that has been river washed in recent geological history.
- $\frac{1}{2}$ German, Canadian, or alkali-free bog peat.
(Leafmold is excellent if the pH of the soil is maintained at proper levels. Well rotted manure is fine but do not use more than 25%).

To this mixture add the following:

Dolomitic Lime (best)	4 cubic feet (wheelbarrow)	1 cubic yard
or hydrated Lime	1 lb.-5 oz.	10 lbs.
Superphosphate	11 oz.	5 lbs.
Sulphate of potash if soil is nat. low	2 $\frac{1}{4}$ oz.	1 lb.
Organic base fertilizer (such as Vigoro)	1 to 1 $\frac{1}{4}$ lbs.	7 to 10 lbs.

The mixed fertilizer should be organic and about 10-10-5. Adjust the amount to fit the analysis of the fertilizer.

Allow new growth to appear then feed with a well balanced liquid feed every fifth watering at about $\frac{1}{3}$ to $\frac{1}{2}$ recommended strength.

SINGLE ZONALS

Gardeners in many parts of the country prefer single flowered zonals and growers should encourage their sale where they are more suitable than doubles. Singles are self cleaning, brighter colored, and do not molder in foggy or humid weather such as is experienced in Seattle, Vancouver, or in Florida. The singles produce more and larger flowers in hot desert areas with less tendency to burn.

WHITE: Margaret de Layre

ROSE-PINK: Gertrude Pearson

LIGHT CORAL: Gertrude

CORAL PINK: Pink Hall Caine

CRIMSON PINK: Olympiad

ORANGE: Marie Antoinette, Cuba, Maxime Kovalevski

SCARLET: Paul Crampel, John Forbes

GARNET: Velma

DARKEST CRIMSON: Will Rogers

MAGENTA: Lady Ruth

PAINTED LADY VARIETIES: (White Center, Colored Edge) Alice de la Verne, Alice of Vincennes, Cheerio, Berkeley Belle, Lady Dryden, Ann Sothern, Gen. Leonard Wood.

FANCY-LEAVED ZONALS

The Colored-leaved geraniums sell very well in reasonable quantities. There are a number of hardy, fast growing varieties which can be recommended for late spring production.

HAPPY THOUGHT: Green leaf with bright yellow butterfly in center

MME. WM. LANGGUTH: Green and white leaves, double crimson-red flowers

BETTY JEANNE: Yellow leaf with wide bronze zone.

ALPHA: Bright yellow leaf with narrow brown zone.
Masses of dark red single flowers

MARSHAL MacMAHON: Bright yellow leaf with dark zone. Masses of dark red single flowers

VERONA: Bright yellow leaves and single pink flowers

SKIES OF ITALY: Tricolored, maple shaped leaf

DOUBLE POLLOCK: Tricolored very fancy foliage (a little slower than Skies of Italy)

MME. SALLEROI: Green and white leaves. Dwarf used for borders.

UNUSUAL GERANIUMS (Novelties)

The novelties are very popular; and profitably grown in 3" - pots. They are eye - catching and bought impulsively. Novelties always bring more money and are fine "extra" sales.

BIRD'S EGG VARIETIES

Petals are heavily speckled with crimson dots.
Double Lavender Pink, Single Rose-Pink, Single Coral, Single Light Pink.

CACTUS FLOWERED

Double, narrow, twisted petals.

NOEL: Pure White

SOUTHERN CROSS: Light Coral-red

STARLET: Soft Cerise-pink

STAR OF PERSIA: Cerise-purple

ROSEBUD GERANIUMS

Extremely double rosettes in large umbels. Appleblossom, Pink, Scarlet, Magenta.

OTHER NOVELTIES

MR. WREN: scarlet with white outer edge

JEANNE: single pink with serrated petals

SINGLE NEW LIFE: (Peppermint Stick) striped red and white

DOUBLE NEW LIFE: (Stars and Stripes) striped red and white

CERISE CARNATION: Double cerise-purple with notched petals

IVY-LEAVED GERANIUMS

As long as the present well rooted cuttings last it is possible to make nice 3"-pot plants for window-boxes, hanging baksets, etc. At present there are plenty of the hardy, fast growing varieties available. Tell us the color you want and we will supply you with good stock. Order from the catalog by name if you wish.

PELARGONIUMS (Lady Washingtons)

Growers in many areas buy their Pelargoniums only at this time and as rooted cuttings. This does not apply to the Florists' Pot-plant Growers, but to the bedding plant growers. Rooted cuttings will make nice 3"-pots or plant bands in 60 days. We will be pleased to send you good varieties for your area or you can order from the catalog.

PELARGONIUM CULTURE

Plant rooted cuttings either in the sandy mix or regular loam potting soil. Sandy-mix blooms earlier.

Up to 5" pots, plant the rooted cutting in the pot the Pelargonium will be sold in. Moving from one size pot to another will cause late blooming.

Never use long-term fertilizers such as hoof-and-horn. Feed to within 10 weeks of blooming then do not feed until buds are set. 2½" and 3" sizes will bloom without holding off feed. Run temperatures low. 40 degree nights are ideal.

For bedding, advise your customers to avoid a rich ground and no feeding is necessary in ordinary garden soils the first year.

SCENTED-LEAVED GERANIUMS

Scented-leaved are one of the very best Department Store items—one customer sells 1000 per week over many weeks of each year. The largest Department Store sales are during the fall for window plants.

There is also a large demand for scented for garden planting in spring. They are best sold in 3" pots as in this size the plants are very trim and often considered "cute." Later scented take a "characteristic" look in their garden spot or window. As small plants there is not too much bloom so it is best to display them well.

One retail grower tells us his Scented bench is his "little mint" (no pun intended), he has an attractive placard hung over the bench, which reads, "Scented Geraniums—1st Smell Free, 2nd Smell 49c Each."

Dozens of growers buy scented regularly but always in "Special Offer" quantities in order to have fresh young stock. Larger growers buy many varieties by the 100 or 1000.

CULTURAL NOTES

Don't hold geraniums by stopping the feed. If your plants appear to be getting too large too early pinch them back up to within 8 to 10 weeks of sales (8 weeks if your springs are sunny, 10 weeks if they are dark). Make rather heavy pinches, 1½ to 2 inches long. If you just nip the tip you will not cause branching.

For healthy plants feed right up to sales time. Tests have shown that there is a rapid nitrogen drop after the fourth watering following feeding.

If you sell part of your geraniums before planting time (in many cities homeowners use geraniums as window plants for several months before gardening season) be sure your night minimums are 50, and better 55, otherwise the light pinks and salmons will flood their color to the center of the flower and the flowers will look washed out.

In growing geraniums allow all the light possible unless leaf burn appears. Sometimes we hear of growers not being able to bloom geraniums for Mother's Day. A properly grown geranium will remain in full bloom from March first in any locality and in many northern areas are disbudded all winter. Poor feeding and watering, crowding and lack of light are the causes of poor bloom. Sell part of your crop early to give some spacing, feed and water properly, and it doesn't matter how hot the house gets as long as you have plenty of air on it.

As spring advances it will be necessary to water more. Be sure to allow the soil to drain well between waterings. Watering already wet soil is one sure way to trouble. Soggy soil causes edema and coarse leaves with spotty foliage that makes poor plants and misshapen flowers. It is an open invitation to disease.

Check the underside of foliage for spider-mites and thrips or the scarred skin tissue that shows their presence. Just a few will sap-out geraniums quickly.

BOOKING for 1959-60

Our acreage, like that of all other California growers will not be greatly increased (we will increase 11 acres this year). The supply now comes nowhere near meeting the demand.

All customers will receive a special invitation to book their orders this summer. It is doubtful if any stock will be available to any growers except those now on our mailing list.

We already had more stock booked by February 15th for fall delivery than we have ever had by June 15th before.

More than 60% of the orders received this year were returned because we were overbooked. The whole sales structure of our industry has changed. Up to now orders have been booked on a first come, first serve basis with considerable overbooking because regular customers have come in after new business. Now all stock will go — first to established customers — then surpluses, if any, will be sold as the surpluses occur in the inventory.